

## **Planning Statement**

In respect of  
Boots Opticians  
23 High Street  
Glossop  
Derbyshire  
SK13 8AL

Advertisement Consent and Listed Building Consent for  
2 No. externally illuminated fascia signs  
1 No. Non illuminated fascia sign  
1 No. Non illuminated hanging sign

Authorised by Boots Opticians  
1 Thane Road West  
Nottingham

Date 18.12.2010



Unit 1,  
70 Scarborough St.  
Hull, HU3 4TG  
01482 325797

An initial site survey revealed a very traditional shop front and street scene; the existing Dollond & Aitchison signs are timber with a D&A square sign to the centre and a projection sign fitted to the fascia.



Existing D&A Signs (Google earth street view)

The building lies within a conservation area, and information from the planning office states that the building is listed, the grade is not known.

The existing fascia areas are 3380x1100mm, 2300x950mm and 3700x1100mm, the store is a corner site, with signs currently showing on the high street and market street elevations, no signs are on the corner above the entrance.

An application for advertisement consent was submitted in August 2010 for new signs to the site, application no. HPK/2010/0417, the application was withdrawn pending further discussions with the council to find an acceptable design for the store. Discussions were entered into via email with the conservation officer Joanne Brooks and the Karen Taylor the officer handling the application.

The scheme submitted within this application is a result of the discussions and has been accepted by the conservation officer.

The new scheme proposes to repaint the existing timber fascia areas blue 280c leaving a border around in showing the original colour fascia. A Boots acrylic lozenge is to be installed alongside acrylic Opticians text on locators; these will have external canopy illumination. The illumination will only apply to the high street and market street elevations, the corner elevation will not illuminate.

The Boots lozenge is a modern sign component which has been designed to fit in with traditional style shop fronts offering a halo type illumination, it is not offensive and has been installed in many conservation areas throughout the UK and on listed buildings, an example of the component on a listed building is shown below.



Example of Lozenge accepted within a conservation area and on a listed building with canopy illumination

The illumination is using a small T5 Canopy light which will be finished in blue 280c and fixed via a bracket to the top of the blue fascia area, it will be very discreet and unobtrusive. The illumination levels are local to the sign only with a downward span of only 600mm offering little of no light pollution.

There is an existing projection sign on site which will be removed, and replaced with a traditional timber hanging sign to match the fascia. The sign will comprise timber panels with decorative trim and is mounted to the fascia via a box section aluminium bracket. A similar sign is in place a few doors down the street at the Boots Pharmacy store as are Boots acrylic lozenge.

The sign proposed has been designed to create minimal impact upon the existing shop front nor will they detract from the visual amenity of the building or the surrounding area or offer any impact on highway safety. It will not appear to be an incongruous or dominant feature.

The scheme will not affect existing access arrangements and does not affect any health and safety issues.

The new signage is a corporate identification of the business enclosed to advertise to the general public.

The signage does not affect any disability access issues or any building regulation issues and therefore no further statements relating to these issues are considered necessary.

Signed

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Date. 18.10.2010 on behalf of Boots Opticians